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```
RESP ID
         66916
Age:
          50 or above
Gender:
         Male
          [Names of internet sites that offer video content]
Q3.0
Q3.0
          No, I can't.
Q4.0
          [Have you ever heard of . . . ?)
                lulu
                                           No
                mySpace
                                           No
                youtube
                                           No
                photobucket
                                           No
                digg
                                           No
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                           na
                myspace
                                           na
                youtube
                                           na
                photobucket
                                           na
                digg
                                           na
                moho
                                           na
RESP ID
         67349
Age:
          30 to 49
Gender:
         Female
          [Names of internet sites that offer video content]
Q3.0
Q3.0
          I don't know.
          [Have you ever heard of...?)
Q4.0
                lulu
                                           na
                mySpace
                                           na
                youtube
                                           na
                photobucket
                                           na
                digg
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of...?)
                lulu
                                           No
                myspace
                                           Yes
                youtube
                                           Yes
                photobucket
                                           No
                digg
                                           No
                moho
                                           No
RESP_ID
         67399
Age:
         50 or above
Gender:
         Male
Q3.0
          [Names of internet sites that offer video content]
Q3.0
         YouTube and iTunes.
Q3.1
         NBC.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                mySpace
                                           Yes
                youtube
                                           na
                photobucket
                                           No
                digg
                                           No
                moho
                                           No
Q4.1
          [Have you ever heard of...?)
                lulu
                                           na
                myspace
                                           na
                youtube
                                           na
                photobucket
                                           na
                digg
                                           na
                moho
                                           na
```

```
RESP ID
         67415
Age:
         14 to 29
Gender:
         Female
         [Names of internet sites that offer video content]
Q3.0
Q3.0
         Yahoo.
         Um, I don't know.
Q3.1
Q4.0
         [Have you ever heard of...?)
                lulu
                                          No
                mySpace
                                          Yes
                youtube
                                          Yes
                photobucket
                                           Yes
                digg
                                          No
                moho
                                          No
Q4.1
          [Have you ever heard of...?)
                lulu
                                          na
                myspace
                                          na
                youtube
                                          na
                photobucket
                                          na
                digg
                                          na
                moho
                                          na
RESP ID
         67556
Age:
         50 or above
Gender:
         Male
         [Names of internet sites that offer video content]
Q3.0
Q3.0
         ABC.com, NBC.com and CBS.com.
Q3.1
         None that I can think of.
Q4.0
         [Have you ever heard of . . . ?)
                lulu
                                          No
                mySpace
                                           Yes
                youtube
                                          Yes
                photobucket
                                          No
                digg
                                          No
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                          na
                myspace
                                          na
                youtube
                                          na
                photobucket
                                          na
                digg
                                          na
                moho
                                          na
RESP ID
         68025
Age:
         30 to 49
Gender:
         Male
         [Names of internet sites that offer video content]
Q3.0
Q3.0
         I don't know any.
Q4.0
         [Have you ever heard of...?)
                lulu
                                          na
                mySpace
                                          na
                youtube
                                          na
                photobucket
                                          na
                digg
                                          na
                moho
Q4.1
         [Have you ever heard of...?)
                lulu
                                          No
                myspace
                                          Yes
                youtube
                                          Yes
                photobucket
                                          No
                digg
                                          No
                moho
                                          No
```

```
RESP ID
         68068
Age:
         14 to 29
Gender:
         Male
Q3.0
          [Names of internet sites that offer video content]
Q3.0
          YouTube and MySpace.
Q3.1
          Google and Facebook.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          No
                mySpace
                                          na
                youtube
                                          na
                photobucket
                                          Yes
                digg
                                          Yes
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                myspace
                                          na
                youtube
                                          na
                photobucket
                                          na
                digg
                                          na
                moho
                                          na
RESP ID
         68257
Age:
         50 or above
Gender:
         Male
Q3.0
          [Names of internet sites that offer video content]
         YouTube and NBC.com.
Q3.0
03.1
         Limeweire and OK, those are the main ones.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          No
                mySpace
                                          Yes
                youtube
                                          na
                photobucket
                                          No
                digg
                                          No
                moho
                                          No
Q4.1
          [Have you ever heard of...?)
                lulu
                                          na
               myspace
                youtube
                                          na
                photobucket
                                          na
                digg
                                          na
                moho
                                          na
RESP ID
         68465
Age:
         30 to 49
Gender:
         Male
Q3.0
         [Names of internet sites that offer video content]
Q3.0
         Channel 22 Podcast and Coast to Coast.
         Nothing really.
Q3.1
Q4.0
         [Have you ever heard of...?)
                lulu
                                          Yes
               mySpace
                                          Yes
               youtube
                                          Yes
               photobucket
                                          No
               digg
                                          No
               moho
                                          No
Q4.1
         [Have you ever heard of...?)
               lulu
               myspace
                                          na
               youtube
                                          na
               photobucket
                                          na
               digg
                                          na
               moho
                                          na
```

```
RESP ID
          68531
Age:
          50 or above
Gender:
          Male
Q3.0
          [Names of internet sites that offer video content]
Q3.0
          I really couldn't.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                mySpace
                                           na
                youtube
                                           na
                photobucket
                                           na
                digg
                                           na
                moho
                                           na
          [Have you ever heard of...?)
Q4.1
                lulu
                                           No
                myspace
                                           Yes
                youtube
                                           Yes
                photobucket
                                           No
                digg
                                           No
                moho
                                           No
RESP ID
         68681
          14 to 29
Age:
Gender:
          Female
Q3.0
          [Names of internet sites that offer video content]
Q3.0
          YouTube, MySpace and CNN.
Q3.1
          Can't think of no more.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                mySpace
                                           na
                youtube
                                           na
                photobucket
                                           Yes
                digg
                                           No
                moho
                                           No
Q4.1
          [Have you ever heard of . . . ?)
                lulu
                                           na
                myspace
                                           na
                youtube
                                           na
                photobucket
                                           na
                digg
                                           na
                moho
                                           na
RESP ID
         68780
Age:
         30 to 49
Gender:
         Male
Q3.0
          [Names of internet sites that offer video content]
Q3.0
         Sure CNN, BBC, JBC, NBC, CBS. I think primarily those
         networks.
Q3.1
         None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                mySpace
                                           Yes
                youtube
                                           Yes
                photobucket
                                           No
                digg
                                           Yes
                moho
                                           No
Q4.1
          [Have you ever heard of...?)
                lulu
                                           na
                myspace
                                           na
                youtube
                                           na
                photobucket
                                           na
                digg
                                           na
                moho
                                           na
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RESP ID
          68970
Age:
          50 or above
Gender:
          Male
Q3.0
          [Names of internet sites that offer video content]
          Weather.COM, Accuweather.com and gal.com. None that I think of.
Q3.0
Q3.1
Q4.0
          [Have you ever heard of...?)
                lulu
                                            No
                mySpace
                                            Yes
                youtube
                                            Yes
                photobucket
                                            No
                digg
                                            Yes
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                            na
                myspace
                                            na
                youtube
                                            na
                photobucket
                                            na
                digg
                                            na
                moho
                                            na
RESP ID
         69036
          50 or above
Age:
Gender:
          Female
Q3.0
          [Names of internet sites that offer video content]
          iTunes, NBC, ABC and CBS.
Q3.0
Q3.1
          None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                            No
                mySpace
                                            Yes
                youtube
                                            Yes
                photobucket
                                           No
                digg
                                           No
                moho
                                           No
Q4.1
          [Have you ever heard of...?)
                lulu
                myspace
                                           na
                youtube
                                           na
                photobucket
                                           na
                digg
                                           na
                moho
                                           na
RESP ID
         69056
         30 to 49
Age:
Gender:
         Male
Q3.0
          [Names of internet sites that offer video content]
Q3.0
         Google.
Q3.1
         None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                mySpace
                                           na
                youtube
                                           Yes
                photobucket
                digg
                                           No
                moho
                                           No
Q4.1
          [Have you ever heard of...?)
                lulu
                                           na
                myspace
                                           na
                youtube
                                           na
                photobucket
                                           na
                digg
                                           na
                moho
                                           na
```

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RESP ID
         69299
Age:
          30 to 49
Gender:
         Female
Q3.0
          [Names of internet sites that offer video content]
Q3.0
          I don't know. I've never watched any.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                mySpace
                                           na
                youtube
                                           na
                photobucket
                                           na
                digg
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of...?)
                lulu
                                           Yes
                myspace
                                           Yes
                youtube
                                           Yes
                photobucket
                                          No
                digg
                                          No
                moho
                                          No
RESP ID
         70081
          50 or above
Age:
Gender:
         Female
Q3.0
          [Names of internet sites that offer video content]
Q3.0
          Channel 12 news and news station.
Q3.1
         Starfall.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          No
                mySpace
                                          Yes
                youtube
                                          Yes
                photobucket
                                          No
                digg
                                          No
                moho
                                          No
Q4.1
          [Have you ever heard of...?)
                lulu
                                          na
                myspace
                                          na
                youtube
                                          na
                photobucket
                                          na
                digg
                                          na
                moho
                                          na
RESP_ID
         70410
Age:
         50 or above
Gender:
         Female
Q3.0
         [Names of internet sites that offer video content]
Q3.0
         YouTube.
         I don't know.
Q3.1
Q4.0
         [Have you ever heard of...?)
                lulu
                                          No
                mySpace
                                          Yes
                youtube
                                          na
                photobucket
                                          No
                digg
                                          No
                moho
                                          No
Q4.1
          [Have you ever heard of...?)
                lulu
                                          na
                myspace
                                          na
                youtube
                                          na
                photobucket
                                          na
                digg
                                          na
                moho
                                          na
```

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70451
RESP_ID
Age:
         14 to 29
Gender:
         Female
          [Names of internet sites that offer video content]
Q3.0
Q3.0
         Um, YouTube, eBaum's World.
         Um, VH1.com, um, Google.
Q3.1
Q4.0
          [Have you ever heard of...?)
                lulu
                                          No
                mySpace
                                           Yes
                youtube
                                           na
                photobucket
                                           Yes
                digg
                                          No
                moho
                                          No
Q4.1
          [Have you ever heard of...?)
                lulu
                                          na
                myspace
                                          na
                youtube
                                           na
                photobucket
                                          na
                digg
                                          na
                moho
                                          na
RESP_ID
         70514
Age:
         30 to 49
Gender:
         Female
          [Names of internet sites that offer video content]
Q3.0
Q3.0
         I don't know.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          na
                mySpace
                                          na
                youtube
                                          na
                photobucket
                                          na
                digg
                                          na
                moho
04.1
          [Have you ever heard of...?)
                lulu
                                          No
                myspace
                                          Yes
                youtube
                                          Yes
                photobucket
                                          No
                digg
                                          No
                moho
                                          No
RESP ID
         70832
Age:
         50 or above
Gender:
         Female
Q3.0
         [Names of internet sites that offer video content]
Q3.0
         Really don't know.
Q4.0
         [Have you ever heard of...?)
                lulu
                                          No
               mySpace
                                          Yes
               youtube
                                          Yes
               photobucket
                                          No
                digg
                                          No
               moho
                                          No
Q4.1
         [Have you ever heard of...?)
                lulu
                                          na
               myspace
                                          na
               youtube
                                          na
               photobucket
                                          na
               digg
                                          na
               moho
                                          na
```

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71273
RESP_ID
          50 or above
Age:
Gender:
          Female
Q3.0
          [Names of internet sites that offer video content]
Q3.0
          YouTube, MSNBC.com, Comcast Cable, Netflix, TV shows on most
          websites. That's all I can think of right now.
03.1
          All I can think of.
04.0
          [Have you ever heard of...?)
                lulu
                                           No
                mySpace
                                           Yes
                youtube
                                           na
                photobucket
                                           No
                digg
                                           No
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                           na
                myspace
                youtube
                                           na
                photobucket
                                           na
                digg
                                           na
                moho
                                           na
RESP ID
         71563
Age:
          30 to 49
Gender:
          Female
Q3.0
          [Names of internet sites that offer video content]
Q3.0
          Um, like YouTube. Um, probably NBC and ABC. You know the
         major networks.
Q3.1
          Um, I cannot think of any off, I do not know offhand.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           Yes
                mySpace
                                           Yes
                youtube
                                           na
                photobucket
                                           No
                digg
                                          No
                moho
                                          No
          [Have you ever heard of . . . ?)
Q4.1
                lulu
                                           na
                myspace
                                           na
                youtube
                                           na
                photobucket
                                          na
                digg
                                          na
                moho
                                          na
RESP_ID
         71793
Age:
         50 or above
Gender:
         Female
Q3.0
          [Names of internet sites that offer video content]
Q3.0
         I don't know what they are.
Q4.0
         [Have you ever heard of . . . ?)
                lulu
                                          na
                mySpace
                                          na
                youtube
                                          na
                photobucket
                digg
                                          na
                moho
                                          na
Q4.1
          [Have you ever heard of . . . ?)
                lulu
                                          No
                myspace
                                           Yes
                youtube
                                          Yes
                photobucket
                                          No
                digg
                                          No
                moho
                                          No
```

```
RESP ID
         71817
Age:
          50 or above
Gender:
         Male
Q3.0
          [Names of internet sites that offer video content]
Q3.0
          The only one I can think of is YouTube.
Q3.1
          You can get trailers in sites like MGM Grand.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                mySpace
                                           Yes
                youtube
                                           na
                photobucket
                                           No
                digg
                moho
04.1
          [Have you ever heard of...?)
                lulu
                                           na
                myspace
                                           na
                youtube
                                           na
                photobucket
                                           na
                digg
                                           na
                moho
                                           na
RESP ID
         71850
          14 to 29
Age:
Gender:
         Male
Q3.0
          [Names of internet sites that offer video content]
Q3.0
         PGAtour.com
         Don't know.
03.1
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                mySpace
                                           Yes
                youtube
                                           Yes
                photobucket
                                           No
                digg
                                           No
                moho
                                           No
Q4.1
          [Have you ever heard of . . . ?)
                lulu
                myspace
                                           na
                youtube
                                          na
                photobucket
                                          na
                digg
                                          na
                moho
                                           na
RESP ID
         71931
Age:
         30 to 49
Gender:
         Male
Q3.0
          [Names of internet sites that offer video content]
Q3.0
         None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          na
                mySpace
                                          na
                youtube
                                          na
                photobucket
                                          na
                digg
                                          na
                moho
                                          na
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                myspace
                                          No
                youtube
                                          Yes
                photobucket
                                          No
                digg
                                          No
                moho
                                          No
```

moho

```
[Names of internet sites that offer video content]
Comcast.net, Google Video, Apple.com, Yahoo video and
                                No
                                Yes
                                na
                                No
                                No
                                No
                                na
      myspace
                                na
      youtube
                                na
      photobucket
                                na
      digg
                                na
```

No

na

No

No

No

na

na

na

na

na

na

na

Yes

```
RESP_ID
         72394
Age:
         14 to 29
Gender:
         Male
         [Names of internet sites that offer video content]
Q3.0
Q3.0
         MP3.com, MTV.COM, YouTube and MySpace.
Q3.1
         Musicbox.
Q4.0
         [Have you ever heard of...?)
                lulu
                                          No
                mySpace
                                          na
                youtube
                                          na
                photobucket
                                          Yes
                digg
                                          No
                moho
                                          No
          [Have you ever heard of...?)
Q4.1
                lulu
                                          na
                myspace
                                          na
                youtube
                                          na
                photobucket
                                          na
                digg
                                          na
                moho
                                          na
```